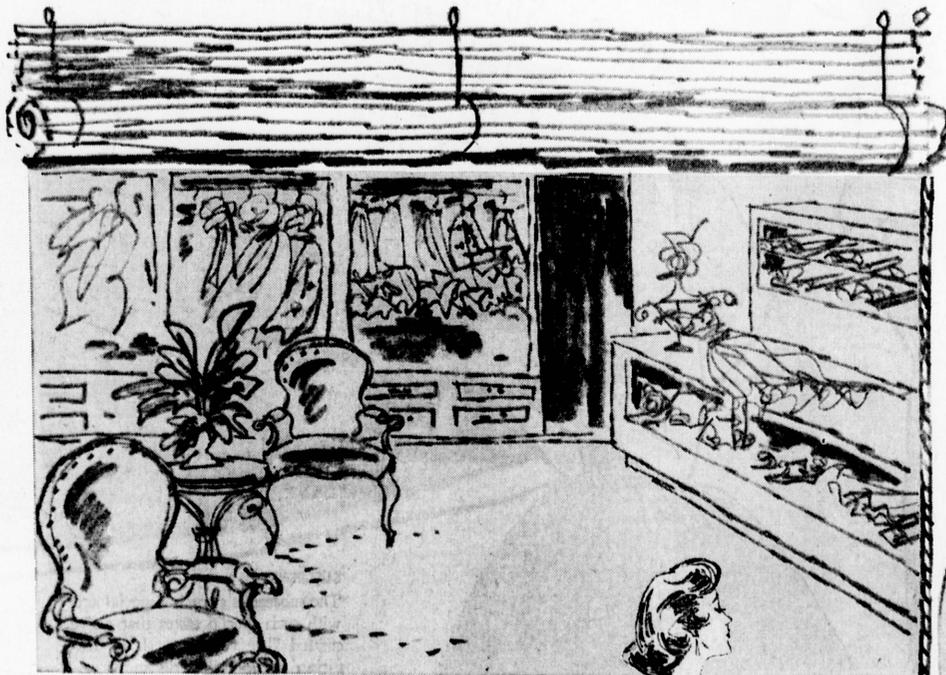


AND A TIME FOR DAILY DOINGS



ARTEMIS puts sheer pleasure in daily dressing with lingerie that's truly luxurious. The slip, a joy in molding opaque tissue tricot, with a bodice that's all lace, exquisite with cut-out detailing and Alençon lace scalloping. White, **8.95**. Matching petticoat, slim with a flat front band, **56**

THE BROADWAY'S NEWEST STORE—
LINGERIE, SECOND FLOOR

HOLLYWOOD V-ETTE AND VASSARETTE carve a contemporary curve for every figure of fashion, bestowing on all the youthful feeling of freedom. Shown, a tone on tone bra in Alençon lace, **3.95** and matching girdle or panty, **7.95** . . . a strapless nylon lace bra, **5.95** or **7.50** according to cup, with a thigh-slimming panty, **12.95**.

THE BROADWAY'S NEWEST STORE—
FOUNDATIONS, SECOND FLOOR



the **BROADWAY**
Del Amo

**YOU MAY WIN
\$750.00 BOTTLE
OF PRINCE
MATCHABELLI
PERFUME AS PRIZE**

Try out your feminine intuition . . . estimate how many ounces of perfume are contained in the king size bottle of Prince Matchabelli perfume, on display in The Broadway Del Amo Cosmetic Dept. Then enter your estimate on the contest card . . . you may win the fabulous \$750 bottle of "Wind Song" perfume for your very own. The gentlemen are invited to enter too . . . and what a lavish gift for your lady fair if you make the right estimate. Only the Prince Matchabelli experts who composed this special bottle know the correct content, and they will select the card that is closest to the correct amount. Only 1 entry permitted to each person. In case of a tie, the entry which bears the lowest serial number will win.

**Winner Will Be
Announced**

on Saturday, February 21, in the Cosmetic Dept. of The Broadway Del Amo.



**THE ROMANCE
OF PERFUME**

Throughout the pages of history, famous women and their desire for fragrance have become legends. Madame de Pompadour's use of perfumes was recorded in ledgers to show that she spent \$100,000 in a single year to satisfy her perfume whims.

Cleopatra's beauty and charm were woven in a mist of her lavish use of fragrance.

Catherine de Medici was so fond of perfumes and powders, her own alchemist was summoned to travel with her wherever she went.

And Queen Elizabeth I, had her own private room where she diverted herself with composing her own perfumes.

Today's woman has the world of fragrance at her fingertips . . . and need not spend a fortune or indulge in alchemy at home to obtain her favorite scent.

Prince Matchabelli's personal hobby of creating perfumes developed into a profession that received international acclaim for its products.

Whatever your personal preference: Spice . . . Fruit . . . Floral . . . Modern, Oriental or Woody, you'll find a fragrance to suit your mood, your wishes in Prince Matchabelli perfumes . . . each one intricately blended of from 100 to 300 ingredients . . . of rare flower oils, roots, herbs from France, Java, the West Indies, Italy, Tahiti and California.

Each fragrance comes to you in the distinctive Crown bottle bearing the symbol of the royal Matchabelli crest . . . a fragrance treasure.